

STRATHCONA BOARD OF TRADE.

Strathcona, the University City of
Alberta. n.d.(1911 ?).

Rutherford

HR mac.

The
University City
of Alberta

UNIVERSITY OF ALBERTA

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Strathcona

The
University City
of Alberta (1911?)

Canadians



THE EDUCATIONAL, RAILWAY
AND INDUSTRIAL CENTRE OF
THE PROVINCE OF ALBERTA

THE HOME OF ALBERTA'S UNIVERSITY

Incorporated as a city in 1907 with a population of 2,500.

Population in May, 1911 (estimated), 7,200, with an assessment of \$7,000,000.

Strathcona's payroll, including the Coal Mines tributary to the city is \$100,000 per month.

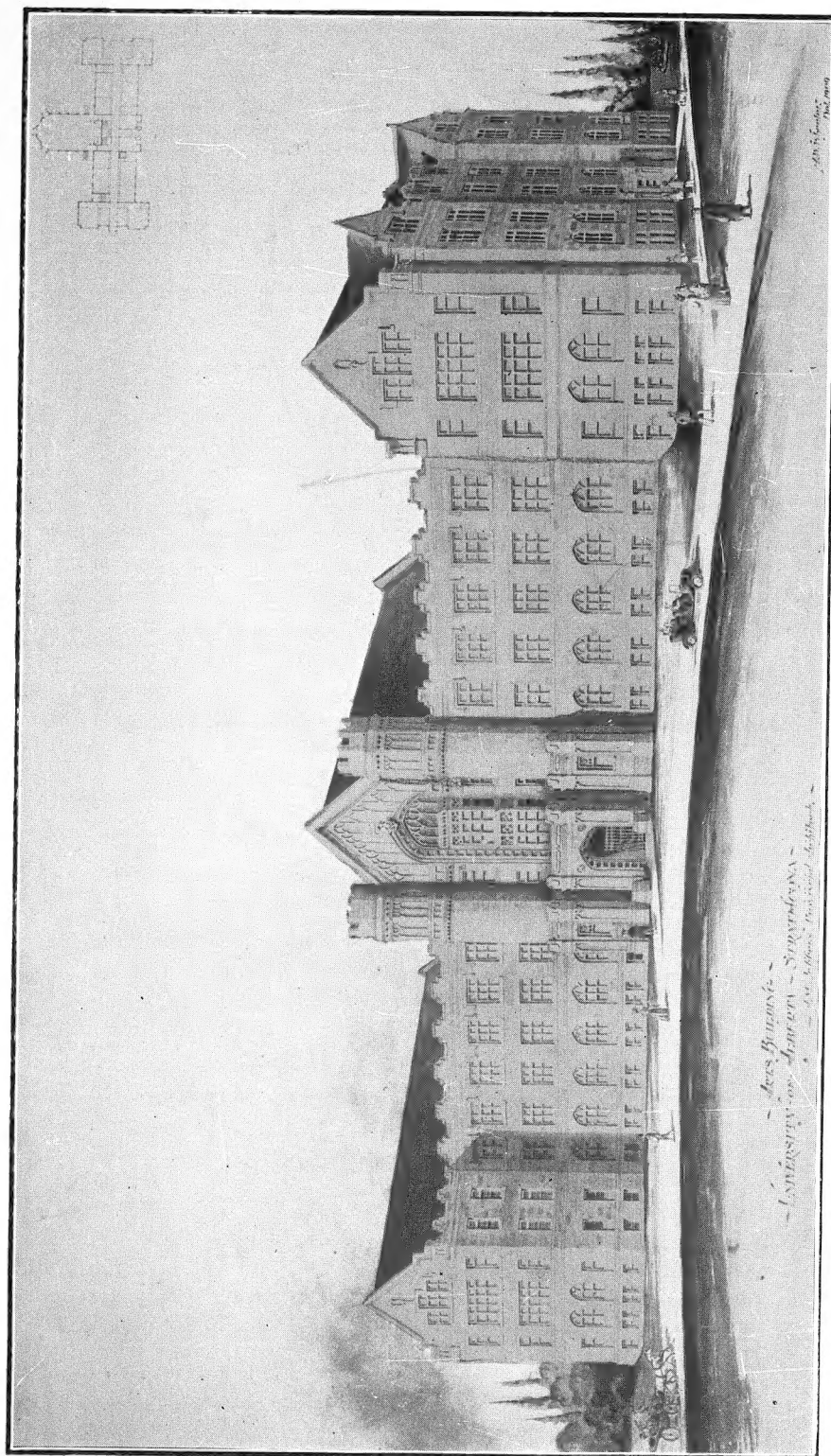
Building permits for the twelve months ending

May, 1911	-	-	-	-	-	-	-	\$ 950,000
Civic improvements, 1910	-	-	-	-	-	-	-	250,000
Civic improvements, 1911 (estimated)	-	-	-	-	-	-	-	375,000
Manufactured products, 1911	-	-	-	-	-	-	-	3,500,000
Coal Exports up to April, 1911	-	-	-	-	-	-	-	350,000 tons

PUBLIC BUILDINGS PLANNED OR UNDER CONSTRUCTION.

Post Office	-	-	-	-	-	-	-	\$ 75,000
Armoury	-	-	-	-	-	-	-	20,000
General Hospital	-	-	-	-	-	-	-	100,000
Arts Building of the University	-	-	-	-	-	-	-	500,000
Business blocks	-	-	-	-	-	-	-	75,000
Private residences	-	-	-	-	-	-	-	250,000
High Level bridge over the Saskatchewan River	-	-	-	-	-	-	-	1,500,000

Strathcona offers good inducements to manufacturers—Cheap Power and Light, and fixed rate of taxation.



ARTS BUILDING, UNIVERSITY OF ALBERTA, STRATHCONA

The City of Strathcona is situated on the south bank of the North Saskatchewan River, and the City of Edmonton is on the north bank, 35 miles south of the geographical centre of the province, 200 miles from Calgary, 805 miles from Winnipeg, 833 miles from Vancouver, Prince Rupert and the Pacific Coast. The situation is such as to make the Twin Cities of Central Alberta the largest railway, commercial and educational centre in Western Canada.

CLIMATE

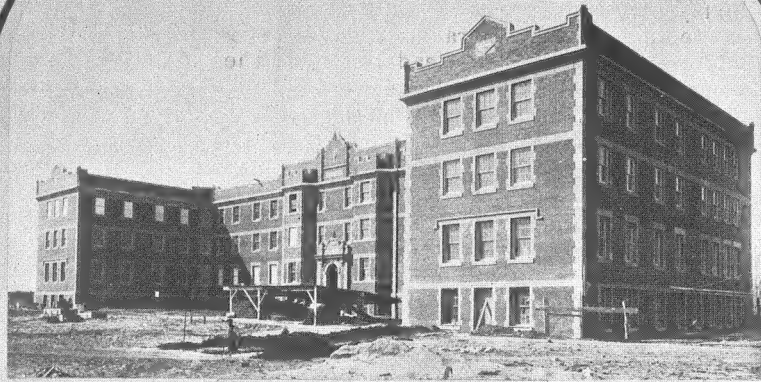
The high altitude of Strathcona (2,158 feet above sea level), together with the dry atmosphere, makes the City of Strathcona not only extremely healthy, notwithstanding the fact that the mercury sometimes falls to 35 and 40 below zero. Even the cold is not felt as much as it is in damper climates. Nowhere east of the Rockies, except in places where it is much too hot in summer is there as pleasant a winter climate as in the Strathcona District. The summers in the Strathcona District are ideal; the rapid growth of vegetation, owing to the great length of days (the sun shining 18 hours a day at midsummer), the copious, though not excessive rains, together with the marvelous richness of the soil, there takes place a rapidity of growth which can only be characterized as wonderful.

RAILWAY AND DISTRIBUTING CENTRE

The City of Strathcona is fast becoming a railway distributing centre, being the Canadian Pacific Railway's divisional and distributing point for Central Alberta. This year, 1911, the Canadian Northern have bought their right-of-way into the heart of the city and as soon as the surveyors have completed their work grading operations will immediately commence on two lines, one south-east to Camrose, and the main line to the east, and one line south-west to Calgary and the south. With the completion of these roads and the short Canadian Pacific line from Strathcona to Winnipeg, via Killam; the Canadian Northern having their line built to Athabasca Landing, and the Canadian Pacific running three branches into the North country, the City of Strathcona will be one of the best equipped railway centres in the west. Besides the two before mentioned railways the City of Strathcona is within three miles of the main line of the Grand Trunk Pacific, thus serving a country 100 miles south and east, 250 miles west, and 1,000 miles north, in which is untold wealth in minerals, oil, tar, asphalt, salt, lumber, iron, copper and fur.

EXTENSIVE COAL AREAS

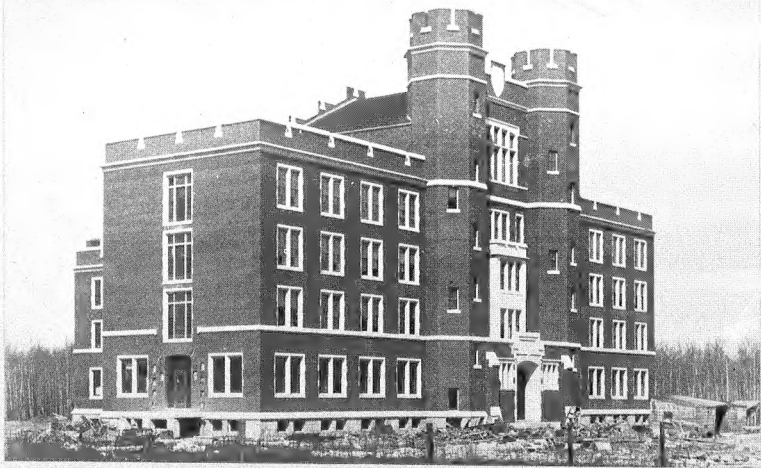
The City of Strathcona is situated in the centre of the best lignite coal area in the west; coal is found at a depth of from 50 to 175 feet below the surface in seams varying from 3 to 18 feet in thickness. At present there are 18 mines in operation in the Strathcona district, two of which are within the city limits. The average daily output of these mines is 1,200 tons, which is rapidly increasing as the cities and surrounding country are settled up. Good lignite coal costs \$4.00 per ton delivered, while farmers and others owning their own teams can procure coal at the pit mouth for \$2.00 per ton.



DORMITORY BUILDING.



ROMAN CATHOLIC COLLEGE



ALBERTA COLLEGE.

GROUP OF COLLEGES

LUMBER

As yet the lumbering industry is just in its infancy, but the cut of the fall of 1910 far exceeded any other year. With the vast forests of spruce and poplar, tamarac and pine situated from 60 to 150 miles from Strathcona, upon the head waters of the North Saskatchewan River, this industry will increase very rapidly. In spite of the fact that the local lumbermen manufactured more lumber in 1910 than in any other year in the history of this district they were unable to supply half the demand before the new lumber could be brought down from the limits in the spring of 1911. So great is the demand for lumber in this district that the local mills have had twice as many men in the woods during the winter and the cut is estimated at 40,000,000 feet.

BRICK

Brick of the best quality is manufactured in the City of Strathcona, there being five brick yards in operation all of which will, in the near future, have to increase their output more than double, as the demand far exceeds the supply. All the buildings in Strathcona and Edmonton are built with locally made brick. In the Strathcona District large quantities of marl brick and fire clay are found which are only awaiting capital and enterprise to further their development. Beside the manufacture of brick a company has been put in operation for the manufacture of sewer pipes which, according to very severe tests, are superior to any made in Eastern Canada.

OPENINGS AND OPPORTUNITIES

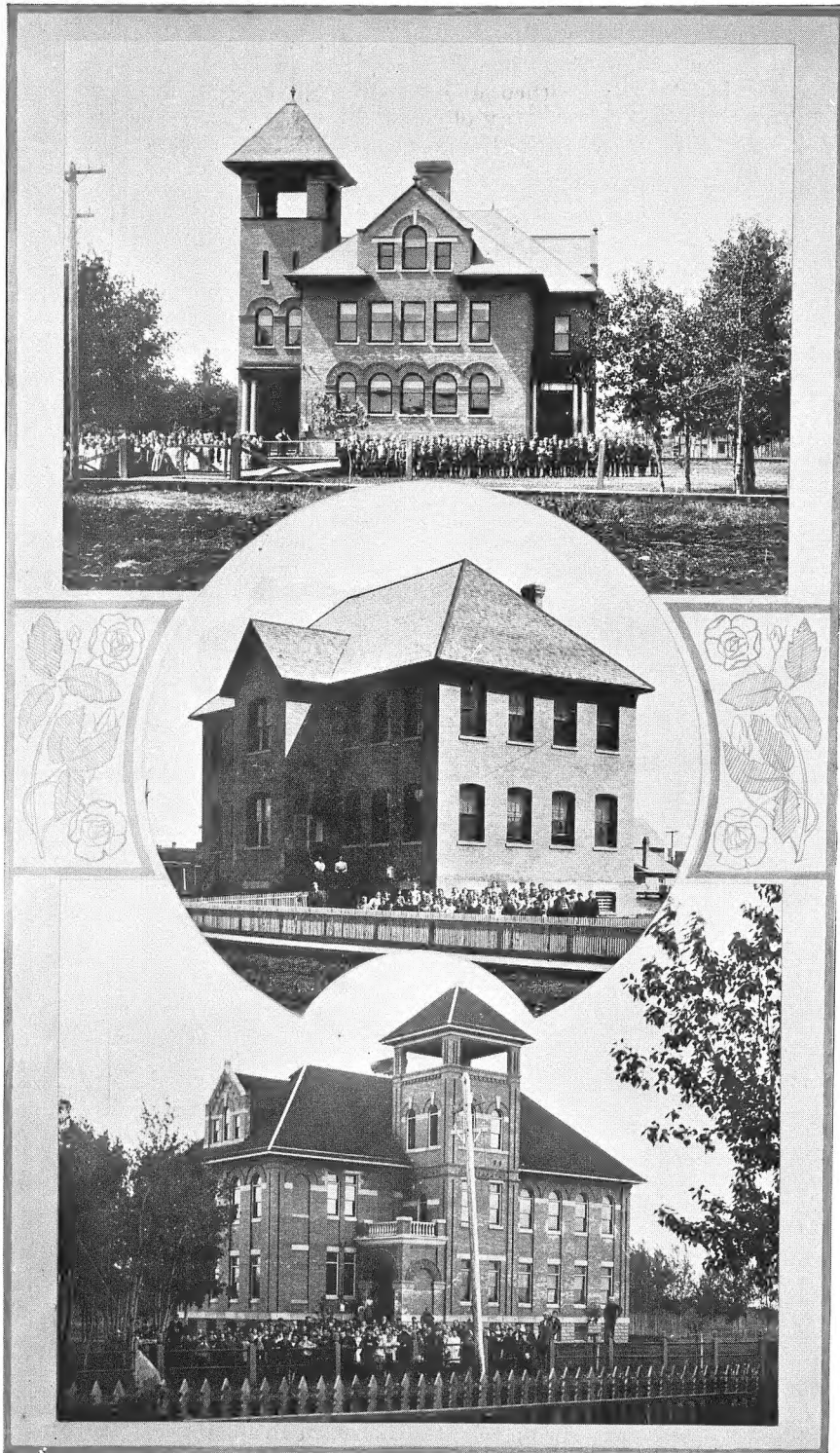
There is no city in western Canada that can offer more advantages to the manufacturer than the City of Strathcona, having first class railway facilities, low power and water rates, cheap fuel, and a vast territory which is rich in minerals of all kinds, being opened up to the north and west which is all tributary to Strathcona and will be served by the railways that are today making their terminal point in Strathcona, which will be their divisional and distributing point as well. The manufacturer who finds that his business is increasing to such an extent that he has to look for fresh openings cannot do better than investigate the possibilities of the City of Strathcona before locating elsewhere. There are good openings for—

PULP MILLS

With the vast forests of spruce, poplar and tamarac within 65 miles of the city on the banks of the North Saskatchewan; with the prospect of cheap power being developed at Rocky Rapids, forty miles distant, this industry should pay well at this point.

EXCELSIOR FACTORY

An establishment of this kind would find a ready sale for a very large output, and as the poplar wood of the country makes the very finest excelsior, and as there is an abundance of this wood at no great distance from the city, and as the shipping facilities are good, this industry should pay.



SOME PRIMARY SCHOOLS

SUGAR BEET FACTORY

The land in the Strathcona District is well adapted to the raising of sugar beets, and if a factory of this kind were located at this point the farmers would undoubtedly go largely into the raising of sugar beets.

SASH AND DOOR FACTORY

Without doubt there is an excellent opening in this city for an industry of this nature; as most of the material is shipped from British Columbia all the profits on the manufactured articles would be retained if the goods were manufactured at this point.

The same argument would apply to a WAGON AND CARRIAGE FACTORY and a BOX AND TUB FACTORY.

CHEESE FACTORY

Another industry that is needed at the present moment is a Cheese Factory. Situated as the City of Strathcona is in the centre of the best mixed farming country in Western Canada there is a good profitable opening for a cheese factory, there being no trouble in securing enough milk to run one all the year round.

A steam laundry would also pay well at this point.

Among other industries that there are openings for in this city are:—

PAPER MILLS,
TANNERY,
BOOT AND SHOE FACTORY, and
BROOM FACTORY.

EDUCATIONAL ADVANTAGES

As the University City of Alberta Strathcona naturally becomes the educational centre of the Province of Alberta. The Arts Building of the University is now under construction, but will not be completed for at least two years. The classes are held in the dormitory building which was erected in 1910 at a cost of \$120,000, but so great has become the number of students that the senate have decided to commence a second dormitory building that will cost the same amount. These buildings are built of brick and stone and are very handsome. The number of students enrolled in 1910 was 150. The buildings are situated on the University grounds, 252 acres in extent, on the west side of the city over-looking the Parliament buildings which are situated on the north bank of the Saskatchewan.

The Alberta College (Methodist) is a handsome brick and stone building situated on the University grounds. This was built in 1910 at a cost of \$100,000. It is affiliated with the University. Classes commenced in spring of 1911, 50 students being enrolled.

The Presbyterian College, which will be built on the University grounds in the near future, will greatly add to the many handsome



CITY OFFICE BUILDING



FIRE HALL No. 1

buildings which grace the south bank of the river. Classes will commence in the early part of 1911.

The Roman Catholic College is built on the east side of the city at a cost of \$45,000, and a large number of students are expected to be enrolled at the opening.

No city in western Canada is so well equipped with public schools as the City of Strathcona. The Collegiate institute, which is a handsome brick and marble building, was erected at a cost of \$100,000, where the student can take the higher grades of education before passing to the University. The King Edward, Queen Alexandra and the Rutherford schools are all handsome brick buildings surrounded by five acres of land, each giving miniature parks in different parts of the city. The St Anthony's Separate School is a handsome brick building which is rapidly becoming too small for the number of scholars.

Beside the above mentioned schools and colleges there are three smaller schools, making seven in all. So rapid, however, is the development of the city that the school trustees find that to prevent overcrowding they have to erect another large brick building this summer.

Nor are the churches behind the schools in advancement and development. All denominations have handsome brick or frame buildings which are rapidly becoming too small for the future needs of their respective congregations.

PARKS AND SUMMER RESORTS

The City of Strathcona is exceptionally well situated as to summer resorts, being within easy reach of three of the finest lakes in the west: Cooking Lake, situated 20 miles south-east of Strathcona on the Grand Trunk Pacific Railway; Gull Lake, situated 66 miles south of the city, seven miles from the Canadian Pacific Railway; and Wabamun Lake, situated 40 miles west of the city on the Canadian Northern Railway. All these lakes abound in fish, and boating and bathing may be indulged in with the utmost security; while in the fall the sportsman will find good shooting on all of the above mentioned lakes.

Few cities of the size of Strathcona have had the foresight to provide public parks and recreation grounds. Riverside Park, 22 acres in extent, is beautifully situated on the bank of the river commanding a magnificent view of the City of Edmonton and the parliament buildings. This park is year by year being made more beautiful, having drives, walks, etc., laid out most artistically. Central Park, recently purchased by the city is a splendid recreation and driving park, having one of the best half-mile race tracks in the province, good football and lacrosse grounds, and this spring the Y.M.C.A. of this city have obtained permission to construct tennis courts, bowling greens, etc. Rutherford Park on the east of the city will be very beautiful when it is laid out. Allendale Park, to the south, beside several smaller parks in different parts of the city, donated by philanthropic citizens.

CIVIC UTILITIES

There is not another city in Western Canada that has more civic utilities, in proportion to population, than the City of Strathcona and there are few cities that can offer to the manufacturer more



SOME INDUSTRIES

advantages and inducements, viz.: First class railway facilities, cheap power, water and electric light, together with cheap sites for manufacturing plants and cheap fuel. The city owns and operates its own electric light and power systems which are the most up-to-date that money can procure. The electric light and power is produced by three engines having a combined capacity of 1,950 horse power and three generators and four exciters having a capacity of 1,000 kilowatt hours. These are so arranged that a turbine can be placed at any time which will be able at any time to generate an extra 400 kilowatts. Few, if any, cities in Western Canada are supplying their customers with better or cheaper light than the City of Strathcona. Light being sold at 12½ cents, with a reduction of 20 per cent for prompt payment; while electric power is sold to the manufacturer at from four to twelve cents according to the amount used. The city is lighted with 90 arc lamps each being 1200 candle power while there are more than 7,000 incandescent lights in use. The city water supply is obtained from wells sunk below the bed of the river, thus forming a perfect filter system and doing away to a large extent with the danger of pollution. When the water in the river is low in winter the water is taken direct from the river by centrifugal pumps to the first filter well where it filters into the remaining wells and so is freed from pollution. The water is then pumped into a tank in the centre of the city having a capacity of 150,000 gallons, giving an ordinary pressure of forty pounds which can be greatly increased in case of fire by direct pressure from pumps to the mains. The pumps used are two steam and two deep well pumps which are supplemented by four centrifugal pumps, giving a capacity of 3,000 gallons per minute.

Strathcona has a very efficient fire brigade consisting of 22 volunteer firemen, two teamsters and a chief. The equipment consists of 6,500 feet of hose, one single cylinder chemical engine, one hose wagon and one hook and ladder outfit. The new Fire Hall which was completed in 1910 is equipped with all modern improvements and conveniences and accommodation for all firemen. There are 25 fire alarm boxes located in various parts of the city together with one sub-station, and in the near future two more sub-stations will have to be added owing to the rapid advancement of the city.

The following table will give some idea of Strathcona's development from 1907 to 1911:

	1907	April, 1911
Trackage in C P R yards	2 miles	8 miles
Daily trains	two	five
School buildings valued at	\$70,000	\$187,000
Paved streets	none	1 mile
Public buildings	\$22,000	\$67,000
Cement sidewalks	6 blocks	30 blocks
Plank sidewalks	10 miles	25 miles
Tram car lines in operation	none	3 miles
Coal exports	10,000 tons	350,000 tons
Manufactured products	\$50,000	\$3,500,000
Population	2,800	7,200

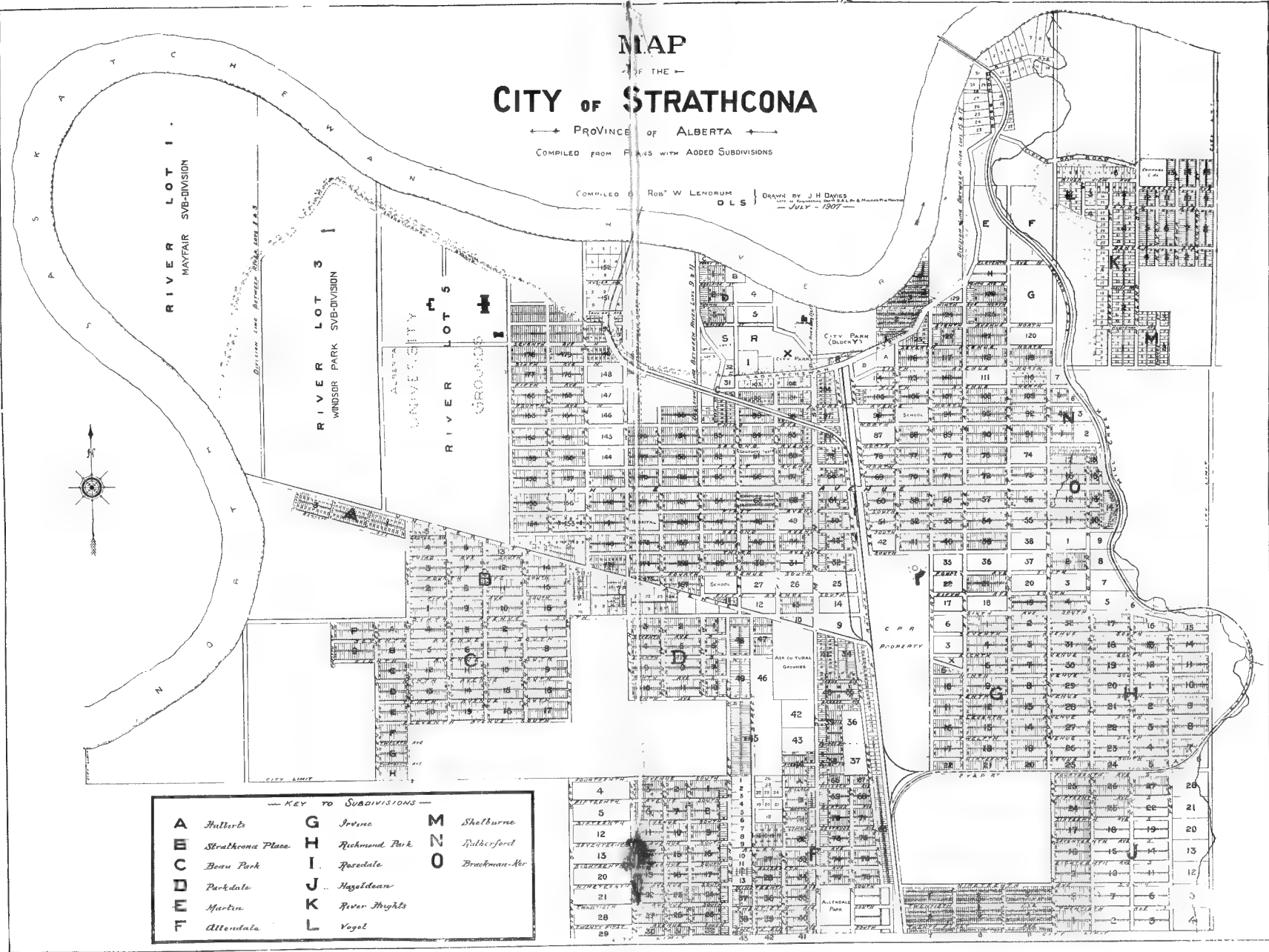
The City of Strathcona does not own its own telephone system, but arrangements were made with the Alberta Government to install the Strowger automatic telephone system which up to date gives perfect satisfaction. The City of Edmonton has installed the same system, thus giving the two cities the closest connection, to their mutual advantage. This city is the government central for all



WHYTE AVENUE LOOKING EAST



WHYTE AVENUE_LOOKING WEST





BANKS

long distance and rural lines in Central Alberta, and some idea of the popularity of the telephone with the farming community can be gleaned from the fact that no less than 350 'phones are connected with the Strathcona office on the rural lines.

One of the most noticeable improvements in the city is the erection of a \$38,000 steel bridge over Mill Creek, to the east of the city, which gives the farmers a perfectly level road into the business portion of the city for miles.

Some idea of the business carried on in the city may be gleaned from the fact that no less than 11,000 cars of freight arrived in the C.P.R. yards during the year 1910. The banking business is carried on by three banks, Imperial, Commerce and Dominion. So great has become the post office business that the Dominion Government has commenced the erection of a \$75,000 post office building which will add greatly to the attractiveness of the city. The Dominion Government are likewise about to erect an armoury at a cost of at least \$30,000 for the headquarters of the 19th Alberta Dragoons.

INDUSTRIES

Some few of the more important industries in the city that are worthy of special notice are:

Four packing plants employing in the neighborhood of 100 men and having a capacity of 1,000 hogs and 200 cattle per day.

The rolled oat mills of the B & K. are one of the chief landmarks of the city and the farmer is always sure of getting a good price for his oats which, when converted into oatmeal or rolled oats in Strathcona, are shipped to all parts of Canada and the Old Country.

The Ritchie flour mill is another of the manufactories that sends its products, such as flour, wheat cereal, flaked wheat, to all parts of the province and likewise insures a good market for all wheat grown in this part of Alberta.

The Strathcona Brewing and Malting Company have, during the last year, made some very extensive additions to their plant and now have a capacity of over 100 barrels per day, having all the latest improvements, and their brewery is the most up-to-date in Western Canada. The supply from this brewery does not equal the demand and the company will shortly have to make some very extensive additions to their already large plant.

Another large industry is the manufacture of sashes and doors which gives employment to a large number of men all the year round. The one factory in Strathcona is a three-storey building fitted with all the modern appliances, but this factory is unable to supply the demand. There is room for at least one more large factory of the same kind.

The Strathcona foundry is as yet in its infancy and will grow with the needs of the country. The company are contemplating making very extensive changes and improvements to meet the ever increasing demand on their present limited plant.

What will in the near future be one of the most important industries in the City of Strathcona is the manufacture of sewer tile and fire brick. A company having a capital of \$350,000 have secured a tract of land having first class railway facilities within the limits of the city, and after very extensive and thorough tests have proven without a doubt that the clay is second to none in Canada for the manufacture of sewer tile, etc. At present the company have scarcely



COLLEGIATE INSTITUTE



RIVERSIDE PARK

passed the preliminary stage but in the near future will be employing a large number of hands and will rank as one of Strathcona's many industrial institutions.

AGRICULTURAL POSSIBILITIES

The Strathcona District is one of the best mixed farming districts in Western Canada, having a rich black loam averaging from 9 to 12 inches in depth, under which is a yellow clay which serves to hold the moisture thus insuring the Strathcona District against a total failure of crops in the driest season. The country is dotted here and there with clumps of trees, giving the whole the appearance of a vast natural park. Water is obtained from wells at a depth of from 25 to 50 feet. In some cases wells have been sunk to a depth of 150 feet but these are mostly good soft water. Wheat, oats, flax and barley grow abundantly in the Strathcona district as well as all root crops and vegetables. Timothy, brome and other grasses do well, as do alfalfa, red and alsac clovers which are just being introduced into the district, and there is not the slightest doubt that in the near future there will be many acres of clovers grown in the district.

As in all new countries the roads are not in the high state of perfection that they are in the older settled portions of the Dominion, but each year sees a very marked change and no settled district calls in vain upon the Provincial Government for an appropriation for roads and bridges.

The Strathcona District is well supplied with schools which are supported by a tax levied on all land thus giving free education to all settlers. These schools being all under government supervision only the most competent teachers are employed.

The taxes upon the agricultural lands in the Strathcona District are very light not averaging more than 15 cents per acre, which includes school tax.

To the farmer in Eastern Canada, the farmer in the States and the tenant farmers in the Old Country who are looking to better themselves and their families, let them study very carefully the conditions and advantages of the Strathcona District before locating elsewhere. Being in the vicinity of two large towns Strathcona and Edmonton, which have between them a population of at least 35,000, there is always a good demand for farm produce such as butter, eggs, poultry, &c., and good prices are always obtainable. The agriculturalist settling in the Strathcona District will, if he so wishes, be able to have telephone connection made in his house provided he is located on or near any of the government owned rural lines which radiate in all directions from Strathcona, which is the government central for the Central Alberta.

Another reason why the Strathcona District is a very desirable locality for the agriculturalist is the close proximity to two large packing plants in Western Canada where the farmer is always able to dispose of his cattle, hogs, &c., at very good prices.

Fuel is cheap, good soft coal costing the farmer \$2.00 a ton at the mines, while in most cases wood can be procured on the farm.

Another very strong inducement to the agriculturalist to settle in the Strathcona District is the fact that in the near future the country will be covered by a network of rural electric railways, giving the agriculturalist the advantages of the city as well as the country.



HIGH LEVEL BRIDGE

"As long as the west is blessed with winter frosts and summer rains," says Professor ~~Maloun~~, "so long will teeming crops be the product of her soil."

The same authority makes the following statement:

"The chief nutriment is first nitrogen, then potash and phosphoric acid, which predominates; but what is of peculiar importance is the lime contained in the soil whereby the nitrogen is set free and ready to be absorbed by vegetable organisms. The latter property is defective in many soils and where it is found defective recourse must be had to artificial means by putting lime or marl upon the same."

From this analysis there is no doubt that to the farmer who desires to select for his future home a country which has the most productive soil and promises the richest harvest no country in the world offers greater attractions than the Strathcona District of SUNNY ALBERTA

HOMESTEADS

In the Strathcona District there are some homesteads still available. They are 60 or 70 miles from the city and 30 or 40 miles from a railroad, but the building of projected railroads will bring many of them nearer the rail in the next two or three years.

A synopsis of the Canadian regulations regarding homesteads is as follows:

Any person who is the sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the district. Entry by proxy may be made at any agency on certain conditions, by father, mother, son, daughter, brother or sister of intending homesteader.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres solely owned and occupied by him or by his father, mother, son, daughter, brother or sister.

In certain districts a homesteader in good standing may pre-empt a quarter-section alongside his homestead. Price \$3.00 per acre. *Duties*—Must reside six months in each of six years from date of homestead entry (including the one required to earn homestead patent) and cultivate fifty acres extra.

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may take a purchased homestead in certain districts. Price \$3 00 per acre. *Duties*.—Must reside six months in each of three years, cultivate fifty acres and erect a house worth \$300 00.

CUSTOMS REGULATIONS FOR THE SETTLER

The customs tariff provides for the free entry of settlers' effects as follows, it being understood that "live stock for the farm" means not more than 16 head.

Clause 705—Wearing apparel, books, usual and reasonable household furniture and other household effects; instruments and tools of trade, occupation, or employment, guns, musical instruments, domestic sewing machines, typewriters, bicycles, carts, wagons



FARM GROUP

and other highway vehicles, agricultural implements and live stock for the farm, not to include live stock or articles for sale, or for use as a contractor's outfit, nor vehicles nor implements moved by mechanical power, nor machinery for use in any manufacturing establishment: all the foregoing if actually owned abroad by the settler for at least six months before his removal to Canada and subject to the regulations prescribed by the Minister of Customs; provided that any dutiable article entered as settlers' effects may not be so entered unless brought by the settler on his first arrival and shall not be sold or otherwise disposed of without payment of duty until after twelve months' actual use in Canada.

PRICES OF AGRICULTURAL IMPLEMENTS

The following is the average price for the following articles at Strathcona:

Farm wagon, complete
22-shoe drills
6-foot binder, complete
6-section harrows, complete
5-foot mower
12-foot self dump rake
Combined breaking and stub
Two furrow gang plows
Fanning mills

PRICES OF LUMBER

Dimension, per thousand	25 00
No 1 boards, per thousand	25 00
No 2 boards, per thousand	18 00
Clear XXX cedar shingles, per thousand.	3 50
Brick, per thousand	11 00

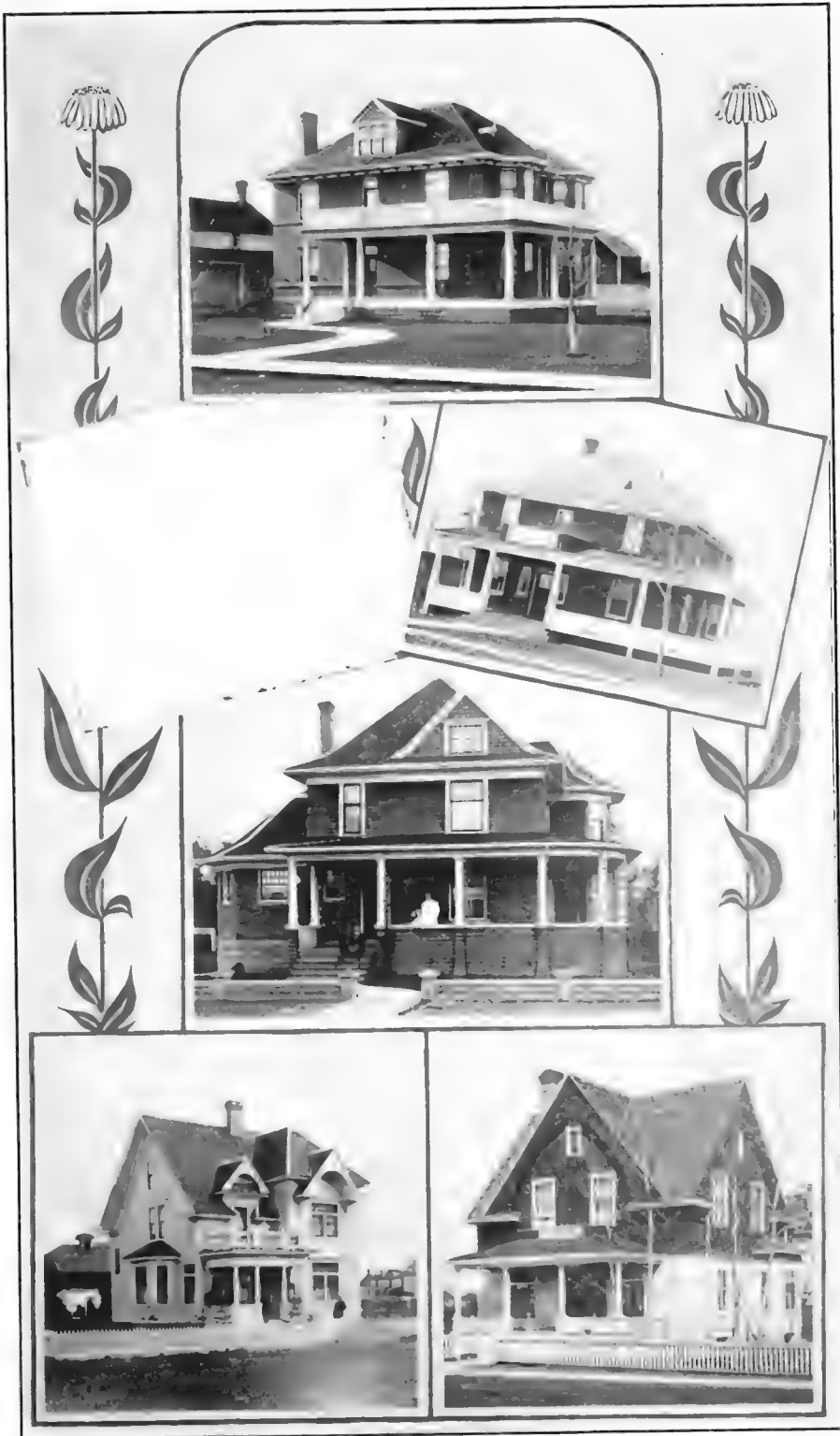
The settler who is shipping his effects should see that his car and ticket read to Strathcona, as the rates from Eastern Canada are the same to Strathcona as to Edmonton or Calgary

SCALE OF WAGES PAID IN STRATHCONA

Store clerks \$50 to \$75 per month, bookkeepers \$75 to \$120 per month, stenographers \$25 to \$50 per month, electric line men \$2 50 per day, carpenters 42 cents per hour, painters 50 cents per hour, brick layers 60 cents per hour, plumbers 25 to 60 cents per hour, laborers 27½ cents per hour, mill hands 25 cents per hour, mechanics \$50 to \$100 per month, teamsters \$2 per day, farm hands \$25 to \$45 per month, railway laborers \$1 75 per day, domestic servants \$10 to \$25 per month, trained nurses \$15 to \$25 per week, house rent \$5 to \$50 per month, board and room from \$1 to \$3 per day; rooms \$1 25 to \$2 50 per week

AGRICULTURAL ADVANTAGES

Among the many advantages of the Strathcona District as a mixed farming district is that of bee keeping, which is not only



RESIDENCE GROUP

profitable but instructive as well; the following letter will show for itself what can be done in that line:

"April 15, 1911.

"STRATHCONA BOARD OF TRADE,
"Strathcona.

"DEAR SIR,—In answer to your inquiry of the 12th inst, re bee keeping, I beg to state that for the last 20 years I have kept bees in the Strathcona District and find that I have no trouble in wintering them. Only one year have I had to feed them. The swarms are very large as a rule. The average yield, per swarm, is at least 100 pounds, while some yield as high as 500 pounds of the best flavored honey that I have ever tasted. I have now 32 stands of bees and they gave over one ton of honey last year for which I found ready sale. I consider that bee keeping is a very profitable investment for a man who understands it and will be more so when there is more white clover grown in the country

"Yours truly,

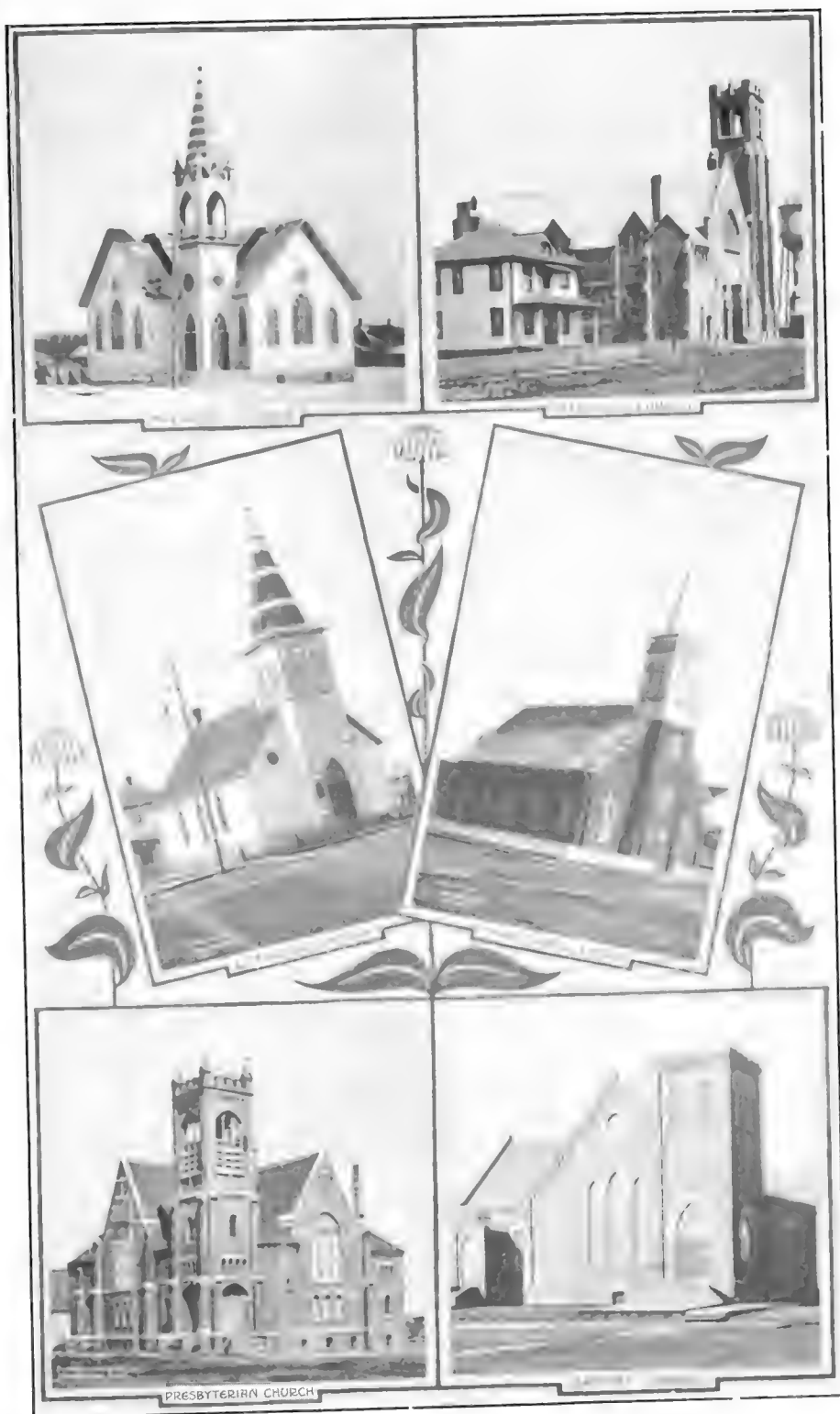
"THOMAS HENDERSON,

"Rabbit Hill District, Strathcona."

The following will show what some of the residents think of this part of Central Alberta. R H Smith, formerly of Dickinson, North Dakota, now farming the south half of section one, township fifty-two, range twenty-five; post office, Strathcona, states that he has been farming in this district for one and a half years and considers the climate of Central Alberta ahead of that of North Dakota in every respect. He considers this district is specially adapted to mixed farming. From experiments tried by Mr Smith, alfalfa does very well, and he hopes to have a few acres sown this spring. Last season, 1910, Mr Smith's yield of oats was 80 bushels per acre. This season he has 40 acres of fall wheat sown which has come through the winter in good shape. In Mr Smith's opinion hog raising and dairying are the most profitable and he would advise any young man to come to Central Alberta to make a home for himself.

Mr John Goutch, section sixteen, township fifty-one, range twenty-five; Strathcona Post Office, states that he has been in this district for eighteen years, coming in with \$200. Today he owns four hundred and eighty acres of land, twenty-five head of cattle and thirteen horses. Last season Mr Goutch's crop averaged as follows: Fall wheat 40 bushels per acre, barley 50 bushels per acre and oats 60 bushels per acre. Mr Goutch is a native of Russian Poland and considers the climate and advantages of Central Alberta better in every respect than his native land. Mr. Goutch is perfectly satisfied with this district and would advise all young men who wish to better themselves to come to this district.

Mr Fred Herbert, section thirty-one, township fifty-two, range twenty-three; Strathcona Post Office, says that he has been in this district 10 years, from Bristol, England, and has travelled over Eastern Canada and British Columbia. He considers this climate the best of any he has ever seen. Mr. Herbert considers this a typical mixed farming district and would advise dairying, hog raising and sheep raising as the best paying investment. He likewise considers that it pays best to put your best land in special sorts of grain to be sold for seed. Poultry, in Mr. Herbert's opinion, pay well



CHURCH GROUP

on the farm and he would advise farmers to have smaller flocks and better breeds. He states that Plymouth Rocks are the best paying kind

Mr M. Smeltzer, section twenty-eight, township fifty-two, range twenty-three; Strathcona Post Office, has been nineteen years in the district, coming from Bruce County, Ontario. He prefers the climate of Central Alberta in every respect to that of Ontario. He considers this district is one of the best mixed farming districts in Alberta. Mr Smeltzer prefers Shorthorn cattle, and likewise considers that sheep are very profitable. Corn can be grown and makes the best of fodder of any crop. Mr. Smeltzer's advice to all is "Come to the Strathcona District of Central Alberta," if they have only a small capital. He, Mr Smeltzer, had \$20 when he arrived here and now would not take \$20,000 for his holdings if he had to get out of the country

"Strathcona, April 24th, 1911.

"SECRETARY BOARD OF TRADE,
"Strathcona

"DEAR SIR,—In answer to your inquiry of April 24th, 1911, I beg to state that I have been sixteen years in the Strathcona District of Central Alberta and I consider that mixed farming is the most profitable. Hog raising is in my estimation the best line that a farmer can go into. My opinion is that a cross between a Berkshire and a Tamworth is the best class of hog.

"I like the climate of Central Alberta better than any other climate I have ever lived in.

"When I arrived in Strathcona I worked for \$10 per month and board, now I own 160 acres of land, 9 horses and 14 head of cattle. I would not take less than \$10,000 for my holdings today; and I consider that this is the country for young and old to make a good independent living.

"Yours truly,

"JAMES GROVES."

"Leduc, April 24th, 1911.

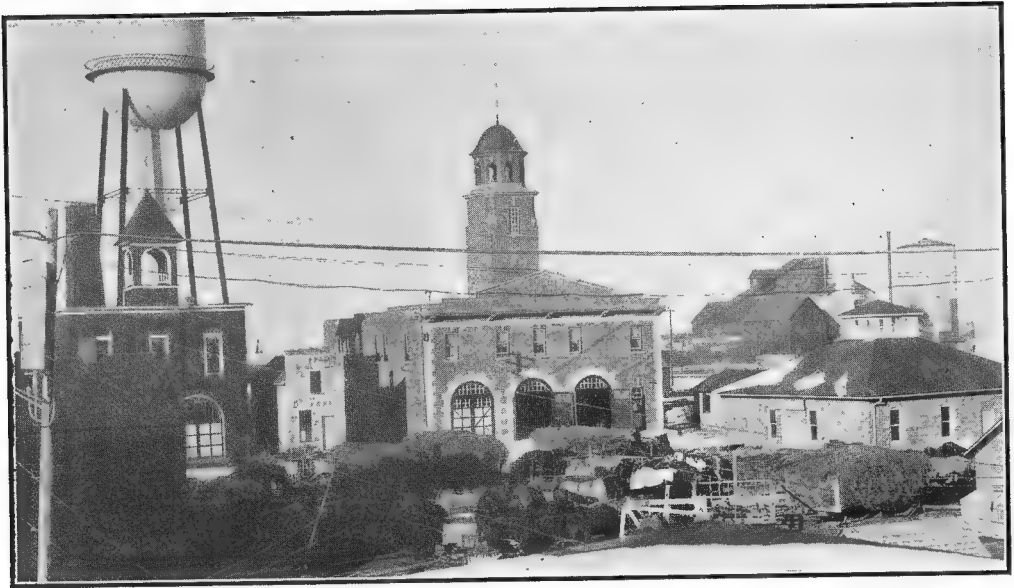
"SECRETARY BOARD OF TRADE,
"Strathcona

"DEAR SIR,—In answer to your inquiry re strawberry culture in Central Alberta, I beg to state that for four years I have grown strawberries and find that they are one of the best paying investments and one of the safest crops in Central Alberta. I have at present about one acre of plants, all of which have wintered well; in fact I have never lost a plant from winter killing. The sorts I find do best are Warfield, Williams, Senator Dunlop, Wm Bolt, Dornan, Pride of Michigan, Parsons Beauty, Gibson, Sample and Clyde. Last year I estimate that if I had fruited all my plants I would have had over \$1,500 worth, for which I could find a very ready market. I consider that the climate of Central Alberta is very well adapted to strawberry culture and think that more people should grow them.

"Yours truly,

"JAMES CHEGWIN,

"Leduc, Alberta."



MARKET DAY, STRATHCONA

For further information regarding the City of Strathcona or
the rich mixed farming district surrounding the City write

EDMUND T. BAINES

Secretary Board of Trade

Box 515, STRATHCONA,

ALBERTA,

CANADA.

